

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

| OMB APPROVAL | |
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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| | | | |
|---|--|---|---|
| 1. Name and Address of Reporting Person* <u>Everett Morgan Harrison</u> (Last) (First) (Middle) <u>4100 COCA-COLA PLAZA</u> (Street) <u>CHARLOTTE NC 28211</u> (City) (State) (Zip) | 2. Date of Event Requiring Statement (Month/Day/Year) <u>05/10/2011</u> | 3. Issuer Name and Ticker or Trading Symbol <u>COCA COLA BOTTLING CO CONSOLIDATED /DE/ [COKE]</u> | |
| | | 4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below) | 5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
|---------------------------------|---|--|---|

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) | |
|--|--|-----------------|---|--|--|---|---------------------------------|
| | Date Exercisable | Expiration Date | | | | | Title |
| Class B Common Stock | (1) | (2) | Common Stock | 535,178 | (3) | I | See Footnotes ⁽⁴⁾⁽⁵⁾ |
| Class B Common Stock | (1) | (2) | Common Stock | 78,596 | (3) | I | See Footnotes ⁽⁴⁾⁽⁶⁾ |

Explanation of Responses:

- Immediately
- None
- Class B Common Stock is convertible into Common Stock, on a share-for-share basis, at any time at the option of the holder thereof.
- The reporting person disclaims beneficial ownership in all reported securities except to the extent of her pecuniary interest therein.
- These shares are held directly by a family limited partnership (the "Family LP"). The reporting person is a beneficiary of various trusts that hold direct and indirect interests in the Family LP.
- These shares are held directly by a subtrust of which the reporting person is a beneficiary.

/s/ Morgan H. Everett 05/10/2011
 ** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.